SINGLE ASSIGNEE CASE SPECIFIC POWER OF ATTORNEY

POWER OF ATTORNEY and CORRESPONDENCE ADDRESS INDICATION FORM and STATEMENT UNDER 37 CFR 3.73(b)

| Application Number | 10/500,158 |
|---|------------------------|
| Filing Date | January 27, 2005 |
| First Named Inventor | Craig George COCKERTON |
| Title: AUDIO VISUAL MEDIA ENCODING SYSTEM | |
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| | |
| Attornov Dooket Name - Coccoming | |

| I hereby appoint: | | |
|---|----------------------|--|
| Practitioners associated with the Customer Number 22850 |) | |
| as my/our attorney(s) or agent(s) to prosecute the application identified above, and to transact all business in the United States Patent and Trademark Office connected therewith. | | |
| Please recognize or change the correspondence address for the above-identified ap | oplication to: | |
| The address associated with the above-mentioned Customer Number. | | |
| I am the: | | |
| Assignee of record of the entire interest. See 37 CFR 3.71. | | |
| | | |
| Telecom NZ Limited | | |
| (Name of Assissary), a Corporation | | |
| (1) ye of Assignee, e.g., corporation, partnership | | |
| government agency, etc.) | | |
| States that it is the assignee of the entire right, title, and interest. A copy of the assignment is attached. | | |
| SIGNATURE OF ASSIGNEE OF RECORD | | |
| The undersigned (whose title is supplied below) is authorized to act on behalf of the assignee. | | |
| 1) 1.311. | issignee. | |
| anenell flille | 4. 1722 | |
| Signature | August 17, 2007 Date | |
| | Date | |
| SNORRE KJESBU | +47 98 22 8170 | |
| Printed or Typed Name | Telephone Number | |
| UP of TECHNOLOGY & INNOVATION | • | |
| Title | | |
| THIS FORM CAN ONLY BE SIGNED WHERE THERE IS ONLY A SINGLE ASSIGNEE | | |
| | | |